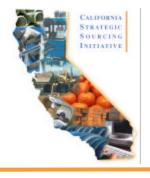
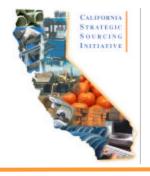


- Delivering a successful SB/DVBE Communication Program with measured successes
- Taking leadership role with key DGS and CSSI executives to "Standardize" all Sourcing Communications
- Initiating Target Specific Audience Communications



SB/DVBE Communications Program Successes

- Heightened awareness of SB/DVBEs
- IT PC Goods and Enterprise Goods BC/PW
- Office Equipment BC/PW
- PC Goods Proposals
- "Ten Day" Window
- Executive Support



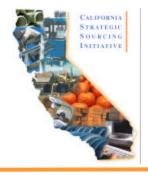
SB/DVBE Communications Program Challenges

- Standardization across all Sourcing categories
- "Buyer" Education and Awareness
- External resistance
- OfficeMax/Medical Supplies
- Increasing "pool" of potential bidders
- Time and resources



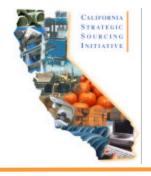
Key Messages: Sourcing

- Best Services
- Best Products
- Best Value



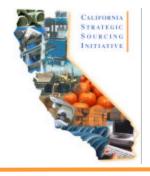
Key Messages: Small Business/DVBE

- Access
- Opportunity
- Ownership



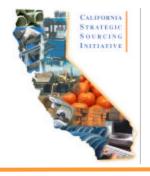
Accessing Opportunities and Taking Ownership

 Half of all proposals for IT PC Goods proposals either met or exceeded their SB/DVBE goals



Accessing Opportunities and Taking Ownership – Phase II

- Increased Education
- Increased Participation
- Increased Success



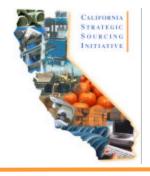
Needs Assessment

Increased Education and Adoption

Internal - SB/DVBE Advocates

"Procurement Network"

Sourcing "Team"



Needs Assessment

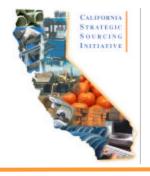
Increased Education and Adoption

External – Current Certified SB/DVBEs

Key Government Partners and **Stakeholders**

Key SB/DVBE Orgs

Qualified CA SB/DVBEs



Needs Assessment

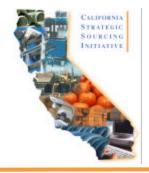
Increased Participation

Internal – BC/PW Event Interaction

Resource Events

Collateral Development and Distribution/Case Studies

Continued Executive Support



Needs Assessment

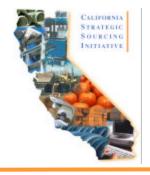
Increased Participation

External – Sourcing "Dog and Pony"

Electronic Communications

Program Updates and Developments

Case Specific Database



Needs Assessment

Increased Success - Measurements

CSCR/Partnering Workshops

Proposal 'Mix'/Award

SB/DVBE Goal Attainment